

## ABSTRACT

A method of operating a photofinishing business and which comprises utilizing a digital photofinishing system that incorporates a digital processor, a printer and means for feeding print media to the printer from a roll of the print media; the digital processor being provided with digitised data from a source that is provided by a customer, and which is representative of a photographic image, and the data being processed in a manner to generate a printer drive signal that is representative of the photographic image, the printer being coupled to the digital processor and the drive signal being processed to effect page-width printing of the photographic image on the print media as it is fed directly to the printer from the roll, and the printed image being furnished to the customer who is charged for the printing service.

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